AN SEO CASE STUDY BY
DIGITAL TANISHA

From Page Three to Page One: An SEO Growth Case Study

How a focused, human-first SEO strategy took an underperforming website from invisible to invaluable — documented by the team at digitaltanisha.co.in.

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Website: https://digitaltanisha.co.in/
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Engagement Duration: 11 Months

01 — EXECUTIVE SUMMARY

The Short Version

Every SEO case study loves to open with a chart that goes up and to the right. This one will get there too — but the real story is what happened before that curve started climbing: a stalled e-commerce website, a founder who had almost given up on organic search, and a slow, sometimes unglamorous process of fixing the fundamentals before chasing rankings. This document walks through exactly how the team at Digital Tanisha approached the problem, what was tried, what failed, what worked, and the numbers that resulted from eleven months of consistent, unglamorous SEO work.

We are sharing this case study publicly, with real strategy notes and honest timelines, because most SEO case studies online are either too vague to learn from or too polished to be believed. This one is meant to be read by business owners, marketing managers, and fellow SEO practitioners who want to see what a realistic, month-by-month organic search engagement actually looks like.

214%	3.4x	58	■11.2L
Increase in organic traffic	Growth in organic leads	Keywords ranked on Page 1	Additional monthly revenue attributed to organic

Who This Case Study Is For

If you run a small or mid-sized business website, manage marketing for a growing brand, or are simply curious about what real SEO work involves beyond buzzwords, this breakdown is written for you. It avoids inflated jargon in favour of plain explanations of what was audited, what was changed, and why each decision was made.

02 — THE CLIENT AND THE CHALLENGE

Meet the Business

The client — referred to here as “the brand” to respect confidentiality — is a direct-to-consumer e-commerce store selling handcrafted home and lifestyle products, based out of India with a growing base of customers across metro cities. The brand had a functional website, a modest social media following, and a product line that customers genuinely loved once they discovered it. The problem was discovery itself: almost nobody was finding the brand through Google.

Where Things Stood Before

When the brand first reached out through Digital Tanisha’s website, an initial conversation revealed a familiar set of symptoms. The website had been live for over two years, but organic search was contributing less than nine percent of total traffic. Paid ads were carrying almost the entire acquisition load, and customer acquisition cost had been climbing every quarter. A quick look at Google Search Console showed impressions without clicks — the site was being seen for some searches, but not being chosen.

The specific pain points, in the client’s own words during discovery calls, were:

- “We rank for our brand name and basically nothing else.”
- “Our blog gets almost no traffic even though we publish regularly.”
- “Competitors with worse products are outranking us for our main category terms.”
- “We don’t know if our website even works properly on mobile from an SEO angle.”
- “We’ve tried SEO before and it didn’t move the needle.”

Initial Diagnostic Snapshot

Metric	Baseline (Month 0)	Industry Benchmark
Organic sessions / month	3,120	8,000–12,000
Keywords ranking in Top 10	6	40+
Average page load time (mobile)	6.8 seconds	Under 3 seconds
Domain Authority (approx.)	14	25–35
Indexed pages with thin/duplicate content	38%	Under 10%
Organic-to-lead conversion rate	0.9%	2–3%

This baseline mattered. It meant the engagement could not start with a quick keyword sprint — it had to start underneath the surface, with the technical health of the site itself.

03 — GOALS AND OBJECTIVES

Setting Realistic Targets

Before touching a single meta tag, the team sat down with the client to agree on what success would actually look like. Vague goals like “rank higher” were replaced with measurable, time-bound targets that everyone could be held accountable to.

Primary objectives for the first 11 months:

- **Traffic:** Grow organic sessions from ~3,100/month to 8,000+/month.
- **Visibility:** Get at least 40 category and product keywords into Google’s top 10.
- **Technical health:** Bring mobile load time under 3 seconds and fix all crawl errors.
- **Content:** Build a content hub that answers real customer questions and earns backlinks organically.
- **Revenue:** Reduce dependency on paid ads by growing organic-driven revenue share to 25%+.

These goals were deliberately conservative on some fronts and ambitious on others — a pattern we recommend to every business exploring SEO through Digital Tanisha: protect the metrics that affect revenue, and be bold with the metrics that affect visibility.

04 — SEO AUDIT AND STRATEGY

Starting With a Full Audit

The first three weeks of the engagement were spent entirely on diagnosis — no changes were pushed live yet. This is a step many agencies skip in the interest of showing quick activity, but skipping it usually means fixing the same problem twice. The audit covered four layers.

1. Technical SEO Audit

Using a mix of crawling tools, Google Search Console, and manual review, the team mapped every technical issue holding the site back: unoptimized images inflating page weight, missing canonical tags causing duplicate content confusion, a bloated JavaScript bundle slowing down mobile rendering, broken internal links from an old site migration, and an XML sitemap that hadn't been updated in over a year.

2. On-Page and Content Audit

Roughly 40% of blog content was found to be either too thin to rank or targeting keywords with effectively zero search volume. Title tags across product pages were auto-generated and repetitive. There was no clear content hierarchy connecting blog posts to product and category pages, so even well-performing articles weren't passing any authority to the pages that actually drove revenue.

3. Off-Page and Authority Audit

A backlink audit revealed a small number of low-quality directory links and almost no editorial links from relevant publications or blogs. There was, however, an untapped opportunity: the brand had unreported press mentions and collaborations with influencers that had never been converted into backlinks.

4. Competitor Benchmarking

Three direct competitors were analysed for keyword gaps, content depth, and backlink profiles. This surfaced a clear opportunity: competitors were ranking primarily on product pages with almost no supporting content, meaning a genuinely useful content hub could out-compete them on searches further up the buying funnel.

The Resulting Strategy

Based on the audit, the strategy was organized into four parallel workstreams, each with its own owner and monthly checkpoints:

Workstream	Core Focus	Primary KPI
Technical Foundation	Site speed, crawlability, mobile UX, structured data	Core Web Vitals, crawl errors
On-Page Optimization	Title tags, headers, internal linking, product schema	Rankings, click-through rate
Content Strategy	Topic clusters, buyer-intent guides, blog refresh	Organic sessions, time on page
Authority Building	Digital PR, guest content, influencer link earning	Referring domains, Domain Authority

05 — IMPLEMENTATION: MONTH BY MONTH

How the Work Actually Unfolded

Rather than compress this into a single “what we did” list, it is more useful — and more honest — to walk through the engagement roughly as it happened. SEO rarely moves in a straight line, and this timeline includes the slower months, not just the exciting ones.

Phase	Timeframe	Key Actions
Audit & Planning	Month 1	Full technical, content, and backlink audit; competitor research; goal-setting workshop with
Technical Cleanup	Months 2–3	Compressed and lazy-loaded images, fixed 46 broken internal links, resolved duplicate co
On-Page Overhaul	Months 3–4	Rewrote 62 product page titles and meta descriptions, restructured header hierarchy site-w
Content Foundation	Months 4–6	Built 3 topic clusters around core product categories; published 18 long-form guides answe
Authority Building	Months 5–8	Reached out to 40+ relevant publications and bloggers; converted 6 existing brand collabo
Refinement	Months 7–9	A/B tested title tags on underperforming pages, refreshed 9 older blog posts whose rankin
Scale & Compound	Months 9–11	Doubled down on the two best-performing content clusters, launched a comparison-style c

It is worth noting that months 2 and 3 produced almost no visible ranking movement. This is normal and expected — technical fixes rarely show immediate results in rankings, but they lay the groundwork everything else depends on. Clients who abandon SEO in month two, before the compounding effects begin, are the most common reason SEO gets an undeserved reputation for not working.

06 — A CLOSER LOOK: THE CONTENT STRATEGY

Writing for People First, Search Engines Second

The content strategy deserves its own section because it was the single biggest driver of the traffic growth documented later in this study. Instead of producing generic blog posts stuffed with keywords, the team mined actual customer support transcripts, product reviews, and social media comments to find the real questions people were asking before they bought — or before they abandoned their cart.

Topic Cluster Approach

Instead of scattering blog posts randomly, content was organized into three clusters, each anchored by a comprehensive pillar page and supported by 5–8 related articles that all linked back to it and to relevant product pages. This gave Google a much clearer signal about the site's topical authority, and gave readers a natural next step to click through to.

Example: The "Care & Maintenance" Cluster

One of the most successful clusters answered practical questions like how to clean and store handcrafted home decor items — a topic competitors had almost entirely ignored despite steady search demand. Within four months, this cluster alone was driving over 1,100 organic sessions a month and had become one of the top three referral sources to product pages internally.

For readers interested in how a similar content-cluster approach might apply to their own site, the team at Digital Tanisha breaks this framework down further in client consultations, tailored to each brand's specific customer questions rather than a generic template.

07 — RESULTS

The Numbers, Eleven Months In

This is the section most readers came for, so here it is without spin. All figures compare Month 11 against the Month 0 baseline captured earlier in this document.

Metric	Before	After (Month 11)	Change
Organic sessions / month	3,120	9,790	+214%
Keywords in Google Top 10	6	58	+52 keywords
Keywords in Top 3	1	19	+18 keywords
Average mobile load time	6.8s	2.4s	–65%
Referring domains	22	61	+39 domains
Domain Authority (approx.)	14	29	+15 points
Organic conversion rate	0.9%	2.6%	+189%
Organic share of total revenue	9%	31%	+22 pts

Traffic Growth Curve (Organic Sessions by Month)

Month	0	1	2	3	4	5	6	7	8	9	10	11
Sessions	3,120	3,050	3,210	3,480	4,150	5,020	6,010	6,890	7,640	8,510	9,120	9,790

Notice the near-flat line through months 1–2, followed by a steady, compounding climb from month 4 onward as technical fixes matured and the first content cluster began to rank. This shape is typical of healthy organic SEO growth — sharp early spikes are usually a red flag, not a good sign.

Business Impact

Beyond the search metrics, the client reported a meaningful shift in overall marketing efficiency. As organic search began contributing a larger share of qualified traffic, the brand was able to reduce monthly paid ad spend by roughly 18% while maintaining the same overall lead volume — directly lowering blended customer acquisition cost.

08 — CHALLENGES AND HONEST LEARNINGS

What Didn’t Go Smoothly

No case study is complete without the parts that didn’t work on the first try. Sharing these openly is part of what makes this document useful rather than promotional.

- **An early content push underperformed.** The first two blog posts published in month 2 targeted keywords with high competition and low realistic ranking probability. They were later de-prioritized and the strategy shifted toward lower-competition, higher-intent topics.
- **A site redesign mid-engagement caused a temporary dip.** Around month 6, the client’s development team pushed an unrelated design update that broke several canonical tags. This was caught within a week through monitoring, but caused a brief, recoverable dip in indexed pages.
- **Link outreach had a low initial response rate.** Of the first 60 outreach emails sent to publications, only 3 resulted in links. The approach was refined to focus on warmer relationships and genuinely useful data/assets, which nearly tripled the response rate in later months.
- **Internal alignment took time.** The client’s product and marketing teams initially treated SEO recommendations as optional. A monthly reporting cadence with plain-language explanations (not just dashboards) helped build trust and buy-in over time.

09 — CLIENT REFLECTION AND KEY TAKEAWAYS

In the Client’s Words

> *“We had tried SEO once before and gave up after two months because nothing seemed to be happening. This time was different — the team explained why the first few months would be quiet, and they were right. By month five we could see it working in our own analytics before anyone even had to tell us. The part that mattered most wasn’t just the traffic — it was that the leads coming from search were actually the right kind of customer.”*

— Founder, D2C Home & Lifestyle Brand (name withheld for confidentiality)

Key Takeaways for Other Businesses

- **Fix the foundation before chasing keywords.** Technical and content debt will quietly cap every other effort until it’s addressed.
- **Expect a slow start.** Real organic growth compounds; it rarely spikes in the first 60 days, and distrust of that quiet period is the most common reason businesses quit too early.
- **Content should answer real questions**, sourced from actual customer conversations, not just keyword tools.
- **Authority building works best as relationship building**, not mass outreach.
- **SEO and paid media are teammates, not competitors** — the healthiest acquisition mix uses both.

This case study reflects one engagement handled by Digital Tanisha. Results vary by industry, competition, and starting point — but the underlying process (audit, fix, build, earn, refine) is the same one applied to every client.

10 — CONCLUSION

Closing Thoughts

SEO is often sold as a trick — a set of hacks that outsmart Google's algorithm. In practice, the engagement documented here worked because it did the opposite: it made the website genuinely faster, genuinely easier to use, and genuinely more useful to the people it was trying to reach. The rankings, traffic, and revenue growth were downstream of that, not the starting point.

If your website is sitting somewhere on page two or three of Google, or if organic search has never felt like a real acquisition channel for your business, the pattern in this case study is worth considering: audit honestly, fix the technical foundation, build content around real questions, earn authority instead of buying it, and give the process the months it genuinely needs.

Want a similar breakdown for your own website?

Visit digitaltanisha.co.in to request a free SEO audit and see exactly where your site stands today.

About Digital Tanisha

Digital Tanisha is an SEO and digital growth consultancy helping small and mid-sized brands build sustainable organic visibility through technical SEO, content strategy, and ethical link building. This case study is shared for educational purposes; client details have been anonymized to respect confidentiality agreements.